

### Abstract of the Disclosure

5 A telecommunications advertising means is disclosed. The telecommunication  
advertising means includes an advertisement database coupled to a processing means. The  
advertisement database stores subscriber specific or third party advertisements that are  
selectively associated with communications in a telecommunications network. The  
selective association is carried out by the processing means. In one embodiment, a router  
10 is coupled to the advertisement database. The router routes communications from source  
to destination within the telecommunications network. The router also routes  
advertisements that have been associated with the communications to the sources and  
destinations of the communications. A telecommunications system is also disclosed. The  
telecommunications system comprises a network subsystem, which includes a  
15 telecommunications advertising means. The telecommunications advertising means  
comprises an advertisement database and a processing means.